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DVD MAGAZINE 20



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I want to dedicate our 20th issue to the Napoleons, Fidels and Kim Jong-ils of the design world. You know them, the misunderstood sub-species known as creative directors (but often called more colorful names when they're not in the room).

As cheap technology, abundant talent, untamed style trends, expanding release platforms, shaved budgets, strangled schedules and fractured audiences coalesce into a super-heated tornado of design, does it make the creative director's role more important as a vital arbiter of taste; making sense of it all, finding the truest and most relevant solution to a problem? Or have CDs become cult figureheads simply stamping "cool!" on projects to make clients feel like they are, somehow, navigating the storm. Or are they sheep dogs urging flocks of designers to flood a client with treatments because no one really knows what will work.

The answer of course is all of the above. And except for a few Zen masters, most CDs slide around on the personality scale somewhere between insecure sycophantic charmer and arrogant prick/bitch depending on the job, the hangover and the phase of the moon. They are moving targets, terrified of mediocrity. And thank God for that.

Good creative needs dictators. Yes, it needs collaboration too but ultimately design is weakened by democracy. All the quirks and fussy tantrums are forgotten when the work shines.

So here's to creative directors. We could not have filled 20 issues with inspiration without your peculiar and ornery loveliness.

Stephen Price

Editor

New York, May 2006

sp@stashmedia.tv

NATIONAL LOTTERY
"THE BIG WIN"
TVC :60

Agency:
AMV BBDO

Director:
MARC CRASTE

Animation:
STUDIO AKA
www.studioaka.co.uk

The brief for this UK lottery spot – a man is given a bag of smiles and hands them out to everyone he meets – was straightforward but full of potential and London's Studio AKA responded with a wide selection of creative treatments. The agency ultimately favored this charm-filled 3D rendering of the generosity theme by BAFTA winning director Marc Craste (see Stash 02). Studio AKA CD Philip Hunt asserts that the studio's "best creative work and our happiest clients result from ideas that are kept simple, when casting is decisively made and both agency and client understand how to plant an idea and let it grow."

For Amv BBDO
Producer: Celestine Hall



For Studio AKA
Producer: Nikki Kefford-White
3D team: Andy Staveley, Fabrice Altman, James Gailard, Chris Syborn, Matt Morris, Rob Latimer
3D animators: Joris Van Hulzen, Boris Kossmehl, Fabienne Rivory, Dave Antrobus, Ben Boquelet, Abraham Meneu Oset

After Effects/compositing:
Will Eagar
Editor: Nic Gill
PA: Cat Scott

Toolkit
XSI, After Effects

For Publicis Lado C

Creatives: Marcelo Vergara,
Fabio Mazia, Maxi Itzkoff, Lucas
Cambiano, Lucas Paulino,
Angel Torres

For Nexus Productions

DOP: Dennis Crossan
Producer: Julia Parfitt
PM: Nathalie le Berre
Post producer: Gabriel Jorge
Heads of 3D: Darren Price,
Ben Cowell
Head of animation: Reece Millidge
Compositing/Flame: Mike Skrgatic,
Sheldon Gardner, Reece Millidge

For The Lift

Producers: Alvaro Weber,
Gabriel Jorge

Sound design: Aaron Reynolds,
Alex Hubbard at Wave
Music composer: Alejandro Marti



RENAULT MEGANE “HEADS” TVC :30

Agency:
PUBLICIS LADO C

Director:
SMITH & FOULKES

Production/animation:
NEXUS PRODUCTIONS
www.nexusproductions.com

“We wanted the world to look fairly realistic but have that touch of weird fakeness that would allow animated characters to believably live there,” say directors Smith & Foulkes of this spot created over 10 weeks and starring the digital double of Formula One hero Fernando Alonso. The duo considered using a 3D car but shot live action which yielded beautiful footage and posed the problem of how to composite the car into the CG world. “We had to meticulously plan every shot in the animatic so we knew exactly what to shoot – action, cameras, distances and speed. When we brought the footage into the animated comp we couldn’t believe how close it was to the animatic car.”

**JUICY FRUIT “ANT”
TVC :30**

Agency:
ENERGY BBDO, CHICAGO

Director:
DANTE ARIOLA

Production:
MJZ

VFX:
ASYLUM
www.asylumfx.com

Sean Faden, CG super at Asylum in Santa Monica, says the work involved in lighting, rendering, tracking and compositing work of creating a Great Dane-sized photo-real pet ant interacting with his master was considerable but the biggest challenge arose from the director's vision of the ant's character. "Dante Ariola wanted the ant to appear lovable, like a faithful dog yet still retain a bug-like quality. As the spot progresses, the puppy behaviors are overridden by the aggressive ant behaviors as it is determined to get the gum from its master. [But] it was very important to make the ant threatening and not frightening."



For Energy BBDO

CCO: Marty Orzio
Group CDs: Al Wyatt, Todd Hoffman, Jim Hyman
Copy: Zach Hilder
AD: Ryan Dickey
HOBP: Diane Jackson
Sr producer: Matt Hunnicutt

For MJZ

DOP: Max Malkin
EP: Jeff Scruton
Producer: Natalie Hill

For Rock Paper Scissors
Editor: Kirk Baxter

For Asylum

EP: Gabby Gourrier-Evans
Producer: Darcie Tang
VFX super: Mitch Drain
CG super: Sean Faden
Lead animator: Matt Hackett
Compositing: Rob Maggach

Sound designer: Gus Koven
Music: Stimmung
Composer: Cyrus Melchor
Mix: Hoffman Sound
Music EP: Kelly Fuller

Toolkit

Maya, Renderman, custom
shaders



For Energy DDBO

CCO: Marty Orzio
Copy: Bobby Pawar
AD: Miles Turpin
EP: Diane Jackson
Producer: Liz Wzorek

For Milky Elephant

Director/ animator: Karl Ackermann
Additional crew: Eun-Ha Paek,
Oliver Ackermann, Takeshi Murata,
Jon Brzyski, Aaron Meshon, Arthur Jones

Music: S2 Post, Waterdog Studios
Composer: Nicholas Papaleo

Toolkit

Flash



WINTERFRESH "ROAST PIG", "PEACOCK"

TVCs :30 x 2

Agency:
ENERGY DDBO

Director:
KARL ACKERMANN

Animation:
MILKY ELEPHANT
www.milkyelephant.com

To reach the elusive teen demo, Energy BBDO imagines Winterfresh as a teenager; a self-professed expert in matters of the heart (web moniker LoveMaestro21) who dispenses fabulously stupid love advice. The Love Maestro has his own site, coolbreathpower.com, and a profile on myspace.com. He's got a downloadable love song, "Hon-hon-honey", ring tones and online activities. Director Karl Ackerman, part of Brooklyn's Milky Elephant collective, completed three :30 TV spots, a one minute web short and illustrations for the website over five weeks.

**HUBBA BUBBA MAX
"CHAMELEON", "POLAR BEAR"**

TVCs :30 x 2

**Agency:
BBDO, CHICAGO**

**Director:
PETER PEAKE**

**Production/animation:
AARDMAN ANIMATION**
www.aardman.com

Director Peter Peake takes over the seemingly timeless Creature Comforts stop motion style begun in 1989 by Aardman founder Nick Park. Like the original film, both these spots use Plasticine puppets shot on 35mm film to ensure the tactile and handcrafted feel BBDO Chicago was after. Peake, a big Coen Brothers fan, says both he and the agency knew they wanted a certain voice from *Fargo* for the polar bear. Rather than hunt for a similar voice the agency hired the actor in question, Bain Boehle, to read the part. "Obviously I was over the moon" recalls Peake, "A great voice is essential to build on for these spots."

**Watch Behind the Scenes
material on the DVD.**



For BBDO Chicago

CDs: Todd Hoffman, Al Wyatt
Producer: Matt Hunnicutt

For Aardman Animation

Producer: Louise Holmes
Producer/prod co-ord:
Laura Pepper
DOPs: Charles Copping,
Mark Chamberlain
Sr animator: Darren Thompson
Animators: Rich Webber,
Jerold Howard, Terry Brain



Head of model making:

Chris Entwistle

Model makers: Dave Pedley,

Lee Tetzner, Amanda Darby,

Helen Javes

Electricians: Matt Kitcat, Guy

Holmes, Nat Sale, Ian Jewels

Camera assistants: Sam Morris,

Suzi Little

Rigger: Chris Entwistle,

Simon Peeke

Set: Cliff Thorne

PAs: Jennie Bracey, Elena Wong

Post: Framestore CFC

Sound: 750MPH



For Wayne West

CD: Earl Keister
AD: Earl Keister
Copy: Scott Bear
Producer: Bryan Jameson

For Space Program

DP: Janusz Kaminski
EP: Bill Reilly
Producer: Helen Hollien

For RhinoFX

VFX director: Arman Matin
MD/partner: Rick Wagonheim
Sr EP: Camille Geier
Producer: Jill Hughes
Project lead: Natasha Saenko
Lead modeler/texture TD: Bogdan Mihajlovic
Modeler/texture TD: Brian DiNoto
Animator: Jeff Guerrero
Simulation/dynamics TD: Ji Yoon
Lighting TDs: Chris Moore,
Vadim Turchin
Lead compositor: Chris DiFiore

Compositors: Nitant Karnik,
Kirstin Hall
Lead Inferno: Ronen Sharabani
Inferno: Susanne Scharping,
Ali Kotruck
Systems engineer: Paul Tsung
Editorial: Final Cut
Music: Human
Audio Post: Wicked Music

Toolkit

Inferno, Maya, boujou, Fusion

TOYOTA "SKATE" TVC :30

Agency:
WEST WAYNE, ATLANTA

Director:
JANUSZ KAMINSKI

Production:
SPACE PROGRAM

VFX:
RHINOFX
www.rhinofx.tv

VFX director Arman Matin turns the desert into a skate park. Rhinofx considered placing the vehicle on a turntable but chose a cable lift, then used a techno-crane to move the camera around the truck during filming. Digital work included landscape reconstruction (modeling, digital matte painting and photogrammetry), CG vehicle creation (all the wide shots and several close-ups), adding running boards to the live action Tacoma and replacing its wheels while suspended in the rig.

Watch behind the scenes video on the DVD.

stash 20.07

**VOLKSWAGEN “FROG”
TVC :30**

Agency:
DDB, BERLIN

Director:
HENRY LITTLECHILD

Production:
OUTSIDER

VFX:
FRAMESTORE CFC
www.framestore-cfc.com

Director Henry Littlechild mimics a sedate wildlife documentary in the set-up for this visual play on the “Unusually Powerful” tag for the Golf GTI. After several post houses suggested an all-3D approach, Littlefield turned to Ben Cronin at Framestore CFC in London who suggested creating a frog tongue, matching it to the live amphibious talent then lifting him out of frame on a custom-built harness.



For DDB, Berlin

AD/CD/copy: Wolfgang Schneider
Producer: Marion Langer

For Outsider

DP: David Luther
EP: Toby Courlander
Producer: Ben Roberts

For Framestore CFC

VFX: Ben Cronin

For Jungle Studio

Sound designer: Chris Turner

Toolkit

Flame

For Chased By Cowboys

Producers: Edward Grann,
Katharina Nicol
DOP: Mohammed Khalil

For Mac Guff

VFX director: Vincent Wauters
VFX EP: Laleh Sagra
Creative team: Barthelemy Boirot,
Patrick Guillermin, Giusi Marrone,
Nathalie Bonnin, Niklaus Bruneau,
Laurent Panaccini
Editors: Linda Attab, Samuel
Danesi

Music: BLEIP



ADIDAS "ADISTAR" TVC :30

Agency:
AMSTERDAM 180

Director:
PLEIX

Production:
CHASED BY COWBOYS

Animation:
MAC GUFF
www.macguff.com

Parisian directing team Pleix and the Paris office of CG masters MacGuff team up for another of the directors' intricately choreographed slow motion deconstructions. MacGuff, who recently opened a studio in Los Angeles, created the spot over 10 weeks with the help of detailed animatics using Maya for animation and proprietary software for modeling, lighting and texture.

For 180 Amsterdam

EP: Peter Cline
Sr. producer: Tony Stearns
PA: Sarah Billens
ECD: Richard Bullock
CD: Dean Maryon
Copy: Niklas Lilja
AD: Antero Jokinen

stash 20.09

**COCA-COLA “DOGGY”,
“MR. HAPPY: CLOUD”
TVCs/virals x 2**

Agency:
**WIEDEN+KENNEDY
AMSTERDAM**

Directors:
ZOE WISHART, MATO BILIC

Animation:
PSYOP

www.psyop.tv

The world's largest beverage maker gets an abrupt shove into fabulous new graphic territory with these two pieces – running online and on air – introducing viewers to the “Coke Side of Life.” W+K Amsterdam invited artists to submit their personal interpretations of the brief and then paired ideas with new music from up and coming artists. “Mr. Happy: Cloud”, starring two red mounds of Plasticine, is actually Maya masquerading as stop motion. “Doggy” stars a burping, scratching, farting mutt full of bad attitude and filthy teeth created in Maya and masquerading as 2D animation.



For Psyop

EP: Justin Booth-Clibborn

Producer: Mariya Shikher

“Mr. Happy Cloud”

CDs: Marie Hyon, Zoe Wishart

Director/designer: Zoe Wishart

3D animators: Kevin Estey, Miles Southan

3D artists: Joshua Harvey, Andrew Harper

Flame: Chris Staves

Composite: Bee Jin Tan

Audio: Brett Goldberg

“Doggy”

CD: Marie Hyon

Director/designer: Mato Bilic

3D/2D: Kevin Estey, Joshua Harvey, Joe Burrascano, Bee Jin Tan, Mato Bilic Audio: Soundguild

Toolkit

Photoshop, Illustrator, After Effects, Maya, Flame



EMILIE SIMON
"FLEUR DE SAISON"

Music video

Director:
NOBRAIN

Production:
COSA

Animation/VFX:
NOBRAIN

www.nobrain.fr

Extending their relationship with French chanteuse Emilie Simon (see the "Flowers" video on Stash 01), Paris-based directing collective nobrain says they drew from the title of Simon's latest album "Vegetal" to imagine her as a flower from birth until death. "We created four looks corresponding to the four seasons. We had a few practical elements – rocks, trees, plants, etc. – on the set and used blue screen to integrate the four sets into a very strange and surrealistic universe using animated matte paintings created in After Effects."

Watch Behind the Scenes material on the DVD.

For Cosa

Design: Kradesign
 Post-producer: Cecile, Niko
 Editor: Delphine Boudon

For nobrain

3D: Charly, Flo, Spon, Ludo
 2D: Bheu(c), Sylvain, Julien Morin
 Flame: Mario

Toolkit

3ds Max, After Effects, Flame

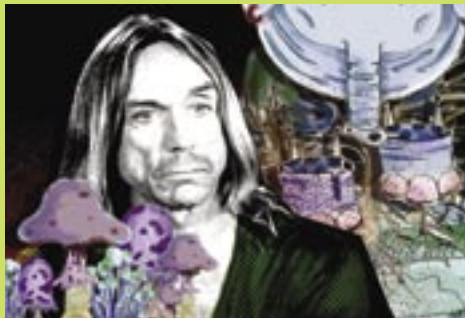
“VH1 CLASSICS” IDs
Broadcast design

Client:
VH1 NETWORK

Director:
CREATIVE BUBBLE

Design/animation:
CREATIVE BUBBLE
www.creativebubble.com

Iggy Pop, Paul Stanley of Kiss and Henry Rollins wax poetic and anecdotal about the deeper meanings of music in this series of interstitial IDs for satellite network VH1 Classics. New York’s Creative Bubble exploits the complete creative freedom allowed them by the network and has good fun bringing the interviews to life in unfettered and unfussy animation styles.



For Creative Bubbletion

Producer: Javier Gonzalez
Animators: June Lee, Tonoko
Nakamura, Tan Yukseo

Toolkit:

After Effects, Cinema 4D,
Photoshop, Illustrator



For FUEL TV

Sr producer: Todd Dever
 CD: Jake Munsey
 Director, on air promotion:
 Oren Hatum
 Sr VP, assistant GM: CJ Olivares
 "Reveal" artists: Ben Woodward,
 Chris Yormick, Dalek (James
 Marshall), Giant (Mike La Sage),
 Pose (Jordan Nickel), Axis

For INTERspectacular

CDs: Michael Uman, Luis Blanco
 EP: Greg Babiuk
 Designers/animators: Devin Clark,
 Eric Merola

Music
 DJ Wally Pish Posh, The Fever

FUEL TV "DOGBOY", "REVEAL" IDs

Broadcast design

Client:

FUEL TV, FOX NETWORKS

CD:

TODD DENVER

Production/animation:

INTERSPECTACULAR

FUEL TV

www.interspectacular.com

Action sports channel Fuel TV makes a habit of pummeling the boundaries of broadcast design and these two pieces leave their reputation intact. In the first ID, the network grabbed the largest motion control rig available and shot a gang of artists in stop motion as they graced a giant version of the Fuel logo in their signature styles. "The objective," recalls senior Fuel producer Todd Denver, "was to create an interesting spot that spoke to our core youth audience while allowing the viewer to be part of the discovery of the new FUEL TV logo." In the second piece New York's INTERspectacular leave all subtly on the cutting room floor to relate the tragic tale of a hypermanic character called Dogboy.

BRIT SCI FI PROMO

Broadcast design

Client:
SCI FI UK

Director:
MAINFRAME

Design/animation:
MAINFRAME

www.mainframe.co.uk

A platoon of classic British sci-fi icons are deployed by London's Mainframe in a kooky-but-cool promo for Sci-Fi UK's new strand of programming called, wait for it... Brit Sci-Fi. "The brief was to create something unique that not only gave a feeling about the kind of programming on offer, but also to create something with energy and pace that caught the viewer's attention." The voice over is courtesy of Lesley Phillips, another British icon who counts the voice of the sorting hat in the Harry Potter series among his many credits.

For SciFi UK

Commissioner: Liv Brent

For Mainframe

Designers/animators: Marcus Moresby, Arvid Niklasson

Toolkit

3ds Max, After Effects





For Inkproject

Director: Phoebe Glasfurd

For monkeylab

Crew: Octavio De Lellis, Greg Petchkovsky, Matt Smith, Trinette Norton, Matt Tyszkiewicz, Thai Bach, Barney Cumming, Craig Brown, Steve Lees-Smith, Steve Brown, Geoff Valent, James McCallum

Toolkit

3dsmax, Vray, Digital Fusion



TV2 "THE GETHERS" IDs Broadcast design

Agency:
INKPROJECT

Director:
PHOEBE GLASFURD

Animation:
MONKEY LAB

www.monkeylab.com.au

Creative agency Ink Project and fellow Australians monkeylab team up to rebrand New Zealand children's channel TV2 by introducing characters called the 2Gethers and rendering them in a fun and friendly monochromatic style. Octavio De Lellis of monkeylab says the smooth and minimal look of the IDs made lighting and modeling an arduous task. "The lighting was unforgiving in terms of modeling and skinning, making any creases or bumps on the characters painfully obvious, which usually meant frame by frame fixing of unruly polygons."

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stashADS

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MTV HD "CROW" ID
Broadcast design

Client:
MTV NETWORKS

Director:
MARCO SPIER, MARIE HYON

Design/animation:
PSYOP
www.psyop.tv

To launch their new HD network – featuring exclusively hi-def and 5.1 surround sound programming – MTV gave Psyop creative freedom to design six :15 station IDs. Psyop said no. What they proposed instead was one 90-second film which could be broken into six discreet pieces.

Psyop EP Justin Booth-Clibborn says the studio's solution "can best be described as a 'visual haiku,' a spot that is all the more detailed and effective because of its seeming minimalism."

Co-directors Hyon and Spier, knowing the work would never be compromised for standard definition, were eager to push the medium where it had never gone. "That's how this spot ended up with so many thin, high-contrast lines that would buzz like crazy on regular television," asserts Spier.





That increased resolution also proved to be the biggest challenge: "When working with HD, every frame becomes insanely big," explains Hyon. "And more than that, HD won't let you hide little errors the way you can in NTSC. With this level of detail, it has got to be flawless."

For MTV

Producer: Raffaella Saccone

Sr design director:

Rodger Belknap

VP on on-air design: Romy Mann

For Psyop

EP: Justin Booth-Clibborn

Producer: Lucia Grillo

Flame: Eben Mears

Lead 3D: Pakorn Bupphavesa

3D: Laurent Barthelemy, Alvin Bae,

Todd Akita, Kevin Estey, Damon

Ciarelli, Dave Barosin ,

Jason Goodman, Lutz Vogel,

Mate Steinforth, Ajit Menon

2D/rotoscope: Ella Boliver,

J Bush, BeeJin Tan

Jr Flame: Jaime Aguirre

Editor: Brett Goldberg

For Q Department

Producer: Julie Hurwitz

Composer: Drazen Bosnjak

Toolkit

XSI, Maya, Flame, Photoshop

stash 20.16

MTV CANADA IDs
Broadcast design

Client:
MTV NETWORKS

Director:
PLAY AIRWAYS

Production:
ELECTRIC COMPANY

Design/animation:
PLAY AIRWAYS

www.playairways.com

MTV is finally allowed to launch a Canadian franchise and Toronto's Play Airways lets loose with a gaggle of IDs that double as a trivia game of Canuck iconography; go ahead, spot the Avro Arrow, the Massey-Ferguson harvester and Sudbury's Big Nickel. The studio says it was a challenge finding icons that would resonate with the MTV audience without being overly obscure, "We also found it difficult to avoid making every bumper about Alan Thicke. But the bigger problem was copyright law."

The tight budget meant relying on found imagery but "due to a common allergy to jail, we resolved early on that theft was out of the question."



"This resulted in the painstaking reproduction of entire paintings, agonizing hours of photo augmentation, and the gruesome dismantling of countless family photo albums. We even managed to trick some of our friends into letting us replicate their likeness with the promise of candy and women." A crew of three and a half took about a week to do each piece.

VH1 "MIXTAPE TALES"
Broadcast design x 5

Client:
MTV NETWORKS AUSTRALIA

Design director:
GARRY JACQUES

Design/animation:
THE LAB

www.thelabsydney.com.au

Five image spots for VH1 Australia that use viewer-submitted narratives to drive abstracted visuals in a series that should figure prominently at awards shows this year. Digital stills of the cassettes, complete with hand painted titles and peeling Letraset, were assembled in After Effects and exported to Flame for sweetening. In 10 years "Podcast Tales" may prove to have the same nostalgic hook. Or not.

For MTV Networks Australia

Sr promotions director:
Kathryn Dufty

For The LaB

DOP: Steven Anderson
Flame/compositor: Matthew Unwin
Producer: Linda Lum

Toolkit

After Effects, Flame



stash 20.18

MORE 4 "THE STATE OF RUSSIA"

TVC :30

Agency:
4 CREATIVE

Director:
JÖRN THRELFALL

Production:
MORE4
OUTSIDER

Post:
SMOKE & MIRRORS

www.smoke-mirrors.com

Heavy symbolism and chilling statistics make for powerful TV promotion in this spot in which a condemned ski resort outside Vancouver stands in for Russia's frigid terrain. A week of training taught the bear to drag his hind legs to appear as though it was suffering. Back in London, Smoke & Mirrors added snow, blood, and mountains but the biggest challenge was the digitally manufactured pull back which required the tracking and stitching together of the background mountain plate, the collapsed live action bear and minefield of CG bear traps.



For 4 Creative

CDs: Elisabeth Unna,
Brett Foiraker
Additional creatives: Matt Fee,
Tim Snape, Andy Booth, Jim Seath

For More4

DP: Karl Oscarrson
Producers: Paul Mortimore,
Louise Oliver

For Outsider

Director: Jörn Threlfall

For Smoke & Mirrors:

DS artist: Dan Andrew
Assist: Bevis Jones



THE FREELANCE HELLRAISER
“WANT YOU TO KNOW”

Music video

Record label:

UGLY TRUTH - SONY BMG

Director:

JON YEO

Production:

**POP / THE PAUL WEILLAND
FILM CO.**

Design/animation:

JON YEO

www.jonyeo.tv

This single reworks a sample of Minnie Ripperton's singular vocal from “Want You to Know” first recorded over 30 years ago. The video strings together sequential photography, stop motion and the digital extrapolation of sourced material to interpret the lyrics' emotional dichotomy from many points of view. Director Jon Yeo says the use of stills adds a “layer of resonance” for him as an influential part of his childhood was watching his father, a professional photographer, at work.

For Sony BMG

Commissioner: James Hackett

For Pop / Paul Weiland Film Co.

Producer: Alex Johnson

stash 20.20

"NULBÜR"
Self promotional film

Director:
SYLVAIN GIGNAC

Design/animation:
SYLVAIN GIGNAC

www.nulbur.com

Artist Sylvain Gignac, currently employed at Frima Studio in Quebec City, goes solo for this personal project defined by a Japanese playfulness and refined draughtsmanship. Gignac, who completed the three minute piece over three months working after hours and weekends, admits it was easier when it came to the music, "I asked one of my friends to compose something to fit with the universe. But it was at the beginning of when I started, I could only show her some scenes to have an idea of the style. Then she did a first track, we tried it just to see if it was good with the movie and it was perfect."

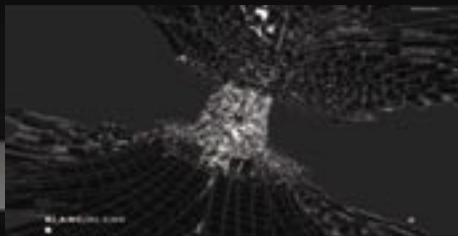
Video editor: Thierry Bouffard

Music: Ultrafesten

Toolkit

Flash





“BLANC” Short film

Director:
PIERRE MAGNOL

Design/animation:
KURTZMEDIAS
www.kurtzmedias.com

An experimental solo work and part of a larger project called “Deconstructed Cities” by French designer/director Pierre Magnol. The austere and enigmatic piece was completed over five days from concept to final mix with Apple's Soundtrack employed for the audio track. Collaborators take note; Magnol says his solo days are over and is seeking creative partners for future projects.

For Kurtzmedias
Design/animation/music:
Pierre Magnol

Toolkit
After Effects, Cinema 4D,
Photoshop, Final Cut Pro,
Soundtrack

COLDER "TO THE MUSIC"
Music video

Record label:
OUTPUT RECORDINGS

CD:
MATT CLARK

Production/design:
UNITED VISUAL ARTISTS
www.uva.co.uk

Based in London, United Visual Artists produce an eclectic range of work mixing elements of animation, live performance, motion-capture, sculpture, design and programming into both fine and applied art. This piece for Parisian electronic act Colder – UVA's first music video – uses custom software to expand on the aesthetic of broken 3D scanning and motion capture demos of 20 years ago. UVA CD Matt Clark says the striking look was inspired by what he describes as the group's "interest in the beauty of digital errors."





For Dancing Diablo

Directors: Beatriz Helena Ramos,
Miguel Villalobos, Peter Sluska
Producers: Diego Sanchez, Beatriz
Helena Ramos
Story/design: Beatriz Helena
Ramos, Miguel Villalobos
Animation: Peter Sluska, Beatriz
Helena Ramos, Alejandro Armas,
Vanessa Rodriguez, Jeremy
Sawyer
Editing: Beatriz Helena Ramos
Post: Beto Acosta

Music: PRAM

Toolkit

Canon Rebel still camera, After
Effects, Photoshop, Frame Thief,
Final Cut Pro

“SINESTRO” Short film

Directors:
BEATRIZ HELENA RAMOS,
MIGUEL VILLALOBOS,
PETER SLUSZKA

Production/animation:
DANCING DIABLO

www.dancingdiablo.com

A strange and sinister little film that rises above many shorts influenced by the Brothers Quay and Jan Svankmajer because it refuses to take itself too seriously. Snatching time when they could between their grown-up projects for broadcasters and ad agencies, Brooklyn animation studio Dancing Diablo estimates it took them a total of three months to complete the piece. The directors, who describe the finished work as “an exquisite corpse resulting in a mix of eerie characters and beautiful imagery,” say 80 percent of the footage was stop-motion captured in camera with the remainder animated in After Effects.

CONVERSE GALLERY FILMS
TVCs/virals x 4

Directors:

CHRIS ELSNER, FRANCOIS VALLA, LAURENT BEBIN, SEAN HAN, DREW HANCOCK

www.conversegallery.com

The latest highlights from the ground breaking online gallery of fan-contributed branded content assembled by Converse to position their signature Chuck Taylor All Star shoe in a brutal market dominated by much bigger companies with much bigger marketing budgets. The only rules for submissions stipulate the films must be 24 seconds long, apolitical, positive, original and inspiring.

For "Spotlight"

Director: Chris Elsner

Crew: Alberto M. Rodriguez, Neil Sands.

For "Walking"

Directors: Francois Valla, Laurent Bebin

For "Rockin' Spirit"

Director: Sean Han

For "Break Dancing is Hard"

Director: Drew Hancock





For Wanda

Director: Jaci Judelson
 EP: Nancy Gabriel
 Line producer: Romain Cavagnac
 DOP: David Ungaro
 Production designer: Hervé Gallet
 Post producer: Jane Jammaux
 Editor: Walter Mauriot
 Assistant editor: Elise Brinon

For Stardust

ECD/designer: Jake Banks
 EP: Eileen Doherty
 Producers: Amy Kaufman Levy,
 Kathy Cogar
 VFX super: Doug Purver
 AD/lead animator: Doug Purver
 2D/3D: Sakona Kong, Christian
 Perez, Mike Plescia, Sam Sparks,
 Dave Yan
 Online editor: Michael Merkwan

For Mikros Image

Colorist: Bertrand Duval
 Additional post: Def2Shoot
 Final audio mix:
 Studios O'Bahamas

Toolkit

Maya, 3ds Max, After Effects

NOKIA "PARIS" **Cinema and TVC :60**

Agency:
BATES ASIA

Director:
JACI JUDELSON

Production:
WANDA

Design/animation/VFX:
STARDUST

www.stardust.tv

Stardust and Wanda director Jaci Judelson turn Prague into a hallucinogenic land of romantically distressed architecture and phone-obsessed beautiful people in this lyrical and sweeping effort airing in Asia, Europe and the US. Stardust provided on-set VFX supervision then brought the footage home to Santa Monica where the 3D animated sequences were rendered in HD and composited with the live-action in After Effects.

For Bates Asia

ECD: Robert Gaxiola
 AD: Ng Swee-Ling
 Copy: Vanessa Goh
 Producer: Michelle Tan
 Co-producer: Shareen Thumboo

stash 20.26

DIESEL
TVC :30 (spec)

Director:
TED GORE

Design/animation:
TED GORE

www.tedgore.com

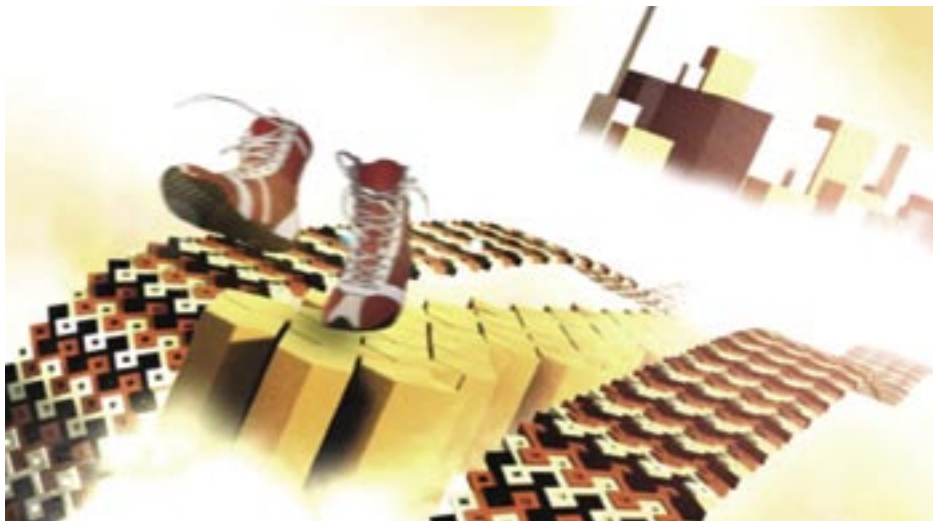
A recent graduate of The Creative Circus School and a finalist in the motion design category of the 2005 Global Student Animation Awards, Ted Gore completed this spec over six weeks between freelance gigs. He says the concept sprung from an "illustration I was doing of diesel shoes that turned into a design of the shoes launching off of a pathway in front of an Arabic city floating in the sky. I pulled in additional Arabic influences, including the music designed by Judson Cowan, to give it the arid, magical and epic feel of a journey." Gore is currently on staff with Eyeball NYC.

Watch Behind the Scenes material on the DVD.

Design/animation: Ted Gore
Audio: Judson Cowan

Toolkit

Illustrator, Photoshop,
After Effects, Cinema 4D





HURT "RAPTURE" Music video

Record label:
CAPITAL RECORDS

Director:
CUPPA COFFEE

Production/animation:
CUPPA COFFEE
www.cuppacoffee.com

Cuppa Coffee pulls together what EP Lisa Hemeon calls an "animation orchestra" in this hard-rock mood piece for Hurt's single "Rapture". The Toronto studio combined stop motion, CG, After Effects, still photographs, painted backgrounds, ink washes, illustrations and organic textures into a coherent look using a very structured process says CD Mike Spicer, "We assembled the video section by section. After we pieced together the video as a whole, we added embellishments and effects."

Watch Behind the Scenes material on the DVD.

For Capitol Records:

Manager of video production:
Justin Glorieux
VP of film and video: Kate Miller
Band manager: Tom Lewis

For Cuppa Coffee

President: Adam Shaheen
EP: Lisa Hemeon
CD/designer/ animator: Mike Spicer
Post super: Mark Achtenberg
After Effects/Maya: Farah Yusuf
PM: France Daigle

Compositing/post: Ian Tucker
Designer/After Effects:
Nacho Peon
Designer/oil stick paintings:
Daniel Robinson
Character design/2D clean up/
animation/puppet-head sculpt:
Jeffery Stewart Timmins
Lead 2D: Justin Lee
Digital ink/paint: France Daigle
3D puppet build: Nora Keely
3D puppet build assist:
John Kernaghan

Lighting: Andrew Sneyd
Stop motion: Mike Gatti
Breakdown: Greg Zajac
PA: Andy Nunnari

Toolkit

Illustrator, Photoshop, Maya, After Effects, Final Cut, fountain pen, chalk, pastel, oilstick, ink, water colors, oil in water, food coloring

“YEAH – THE MOVIE”

Short film (work in progress)

Director:

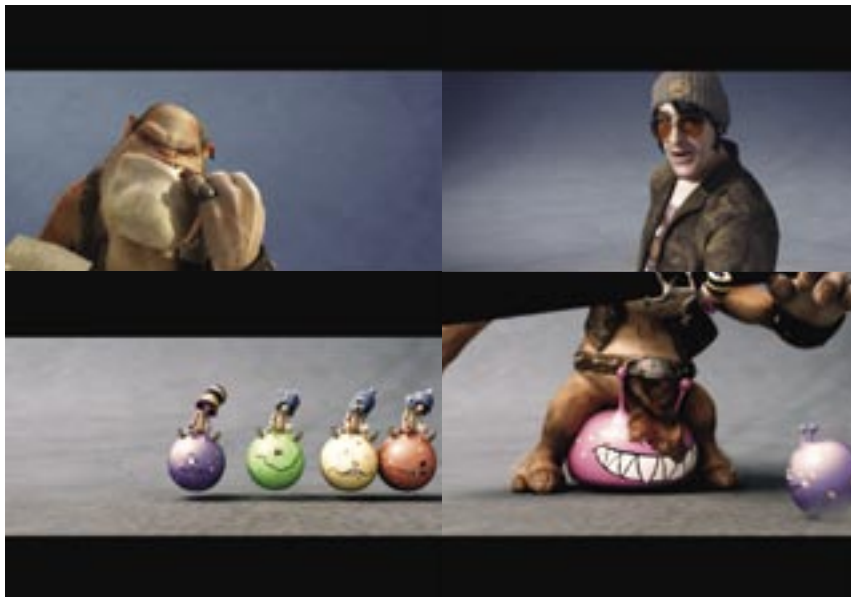
VADIM DRAEMPAEHL

Animation:

VADIM DRAEMPAEHL

www.yeahthemovie.com

Vadim Draempaehl has been working on “Yeah - the Movie” between freelance gigs since 2002 and admits he has imposed no final deadline on himself. We couldn't wait any more so here are three clips of animation tests to act as an unofficial trailer for the short. Draempaehl says the goal of the work so far has been to get “a feeling for the four different characters of the movie... and to try out what is possible regarding cloth, hair, facial expressions and global illumination rendering. I also wanted to see how the characters appeal to the audience and how my kind of humor works.” Worth noting: there is no motion capture involved, all the sequences are animated by hand. Draempaehl is repped in the UK by Lapin Blanc, the animation unit of London commercials and film company Lucky Elliot.



Director/animation:

Vadim Draempaehl

Music: Alex Pfeffer,

Frank Herrlinger

Toolkit

3ds Max, Character Studio 3,

Brazil



For The Blackheart Gang

Concept: Markus Smit,
Ree Treweek
CD: Jannes Hendrikz
Story: Markus Smit
Character design/illustration:
Ree Treweek
Compositing/2D animation:
Jannes Hendrikz
Music/sound design: Markus Smit
Lead 3D animator: Justin Baker
3D Team: Lyndon Daniels, Stanley
Segal, Alexander Gilfillan,

Jason Stapleton, Richard Clark,
Pieter Mentz, Brian Goodwin
Voices: Raymond Connel, Tim Bull,
Inge Beckmann, Noel Labridy

Toolkit

XSI, After Effects, Photoshop



“TALE OF HOW” Short film

Director:
JANNES HENDRIKZ

Production/animation:
THE BLACK HEART GANG

www.blackginger.tv

Working after hours and weekends for nine months with no budget, a collective of friends based in Cape Town South Africa called The Blackheart Gang have completed this richly surreal and operatic mini-masterpiece about, among other things, an insane dodo-eating island named Otto and a white mouse named Eddy the Engineer. The group cites an appropriately eclectic range of influences including Indonesian art, Prokofiev, Tim Burton, Philip Glass, Lewis Carroll and fantasy artist Patric Woodraffe.

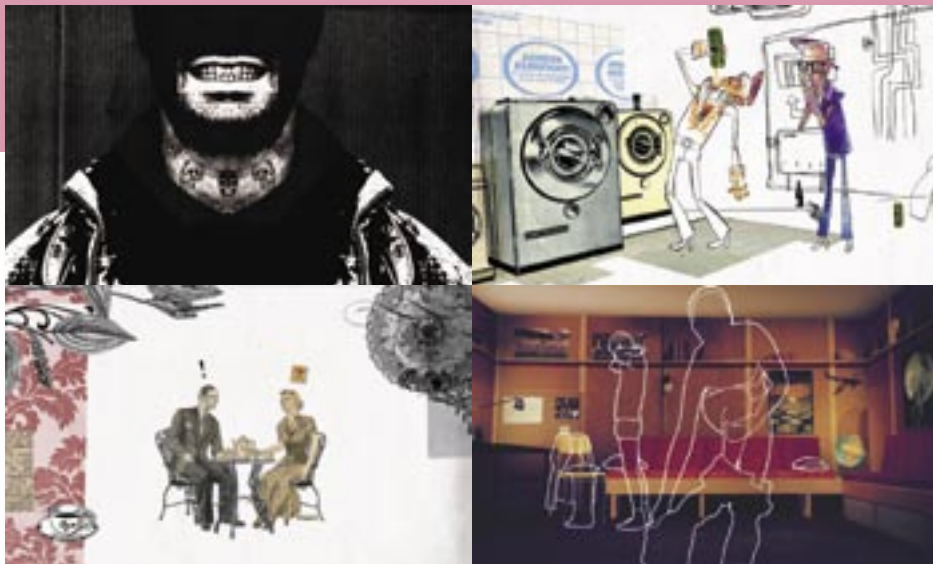
Never Like the First Time!

Somehow, in the midst of being one of the busiest, most innovative directors in the industry, Jonas Odell has produced a body of award-winning personal short films.

His latest, *Never Like The First Time!* continues his record of film festival success by snagging the Gold Bear for Best Short at the 56th International Film Festival in Berlin and the Jury and Audience Awards for Best Short Film at the Gothenburg International Film Festival.

Odell, who founded animation studio Filmtecknarna in Stockholm in 1981 with Lars Ohlson and Stig Bergqvist, uses the theme of virginity lost to string together four different tales, each rendered in a distinct animation style and voiced by anonymous real-life narrators.

www.filmtecknarna.se



For Filmtecknarna

Director: Jonas Odell

Camera: Per Helin

Interviews: Benjamin Wolff

Animators: Per Helin, Stefan

Ljungberg, Arvid Steen, Aron

Hagerman, Riina Kütt, Audrone
Brasiskyte, Neringa Rackyte, Rita

Anskaitiene, Jessica Laurén

Sound design: Anders Larsson

Music: Krister Linder

Producer: Susanne Granlöv



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